DOCUMENT RESUME

ED 213 569 RC 013 252

TITLE	Southern Rural Development Center Annual Progress Report, FY 1981.
INSTITUTION	Southern Rural Development Center, Mississippi State, Miss.
REPORT NO	SRDC-SP-44
PUB DATE	Feb 82
NOTE	35p.
EDRS PRICE	MF01/PC02 Plus Postage.
DESCRIPTORS	Agriculture; Banking; Business Administration; Community Resources; Crime; Databases; *Decision Making; *Extension Education; Land Grant Universities; Land Use; *Linking Agents; Local Government; Models; *Networks; Regional Programs; *Research and Development Centers; Research Needs; *Rural Development; School Community Relationship; Technology
IDENTIFIERS	Circuit Riders; Puerto Rico; *Southern Rural Development Center MS; United States (South)

ABSTRACT

Since 1974 the Southern Rural Development Center (SRDC) has provided support staff for capacity building and innovative programming for the experiment stations and extension services of 28 land-grant universities in 13 southern states and Puerto Rico. The Center exists to provide the best possible information and assistance to extension and research staffs throughout the South as they respond to rural development needs in local communities. The report highlights Center activities for 1981 in the broad areas of extension, research, information dissemination, and workshops. The extension section (four projects) includes discussion of the Southern Rural and Agricultural Crime Education Network and the Community Technology Initiatives Program (Circuit Rider). The research section (14 projects) covers such SRDC projects as University Knowledge/Technology Transfer and Public Decision-Making, and The Development of a Southern Regional Research Data Base: Model for Action. The information dissemination section discusses the Center's regular and special publications, as well as the SRDC library and loan materials. The workshop section describes five conferences in which the SRDC played a major role and lists a number of other conferences attended by staff during the year. The report concludes with short sections on Annual Evaluation, the SRDC Staff, and Administration. (BRR)

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1981 Annual Progress Report

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ANNUAL PROGRESS REPORT FY1981

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ANNUAL REPORT

Oct. 1, 1980 to Sept. 30, 1981

BACKGROUND

Since 1974 the Southern Rural Development Center has provided support staff for capacity building and innovative programming for the experiment stations and extension services of 28 land-grant universities in 13 Southern states and Puerto Rico. As one of four regional rural development centers in the nation, the SRDC focuses specifically on the rural problems of the Southern region and receives funding through USDA--Extension Service and Cooperative State Research Service. Although located at Mississippi State University, the Southern Center is jointly sponsored by Alcorn State University and Mississippi State. Both universities are representative of a larger network of land-grant colleges and universities.

With the enactment of the Morrill Act of 1862, the Federal government established a land-grant institution in each state to educate citizens in the fields of agriculture, home economics, the mechanic arts, and other useful professions. A second Morrill Act was passed in 1890 specifically to support black land-grant institutions. These colleges and universities have generally been referred to through the years as "the 1862 institutions" and "the 1890 institutions." Each of these institutions supplements classroom teaching with a committment to research and community service within a state.

A large part of the research committment of land-grant institutions is carried through the agricultural experiment stations at each university. The service committment, on the other hand, is perhaps best represented by the efforts of the extension service. Both the experiment stations and extension services of the land-grant system take pride in the contributions each has made to the revitalization and improved quality of life experienced by the South in recent years. As part of the support staff for the Southern experiment stations and extension services, the Southern Center has contributed to these revitalization efforts through support of rural development programs and research at land-grant institutions throughout the South.

PURPOSE

The Southern Center exists to provide the best possible information and assistance to extension and research staffs throughout the South as they respond to rural development needs in local communities. This is accomplished through such means as the following:

1. Provide a central point for regional information gathering, interpretation, analysis and dissemination.

2. Communicate research findings and successful extension programming ideas through conferences, workshops, seminars and publications.

3. Serve as a linking mechanism for improved communication between states.

4. Facilitate interaction between research and extension personnel.

5. Provide staff training at regional and subregional levels.

6. Provide funding for development of programming ideas with widespread regional application.

ORGANIZATION

Effective regional participation is a critical factor in the success of the Southern Rural Development Center. While the Center is physically located at Mississippi State University, the organizational structure has been designed to permit active involvement of other states in program determination. To insure the opportunity for strong regional participation, three elements have been included in the basic organizational concept.

First, the composition of the Board of Directors has been designed to include membership from not only 1862 and 1890 institutions but also members from both the experiment stations and extension services throughout the South and a representative of the private sector within the region.

Second, the Southern Community Development Committee includes representatives from each of the Southern states and serves in an advisory role for determining program needs, program direction and program implementation.

Third, the Center funds and provides appropriate support to teams of researchers and educators from several universities in a combined effort to concentrate on one pressing problem facing the rural South. Through a series of projects in such areas as small farm operations, health care, industrialization, etc., the Center establishes regional cooperation in synthesizing and disseminating research knowledge about critical rural needs and pinpoints the most effective rural programs of each state.

In addition to these specific coordinative mechanisms, contacts are regularly made with numerous other regional groups concerned with rural development, e.g., the Southern Extension Public Affairs Committee, the Southern Growth Policies Board, and Tennessee Valley Authority.

SRDC PROJECTS -- EXTENSION

The Southern Center has been instrumental in increasing extension communication and joint programming by bringing experts across state lines and from various disciplines to focus on problems common to the 13 Southern states and Puerto Rico. SRDC projects funded through the Extension Service during 1981 include the following:

SOUTHERN REGION BUSINESS MANAGEMENT NETWORK

The Southern Region Business Management Network was approved by the SRDC in May to facilitate business management extension programming in the Southern states. The problems faced by businessmen--particularly owners of nonmetropolitan small businesses--are similar across the entire nation, and extension programming needs in this area are consequently similar from state to state. This opens the opportunity for cooperative program development between the states. The Southern Business Management Network was formed to compliment the efforts of the North Central Region Business Management Interest Network formed by Dr. Kenneth Stone from Iowa State University. Both networks share the basic purpose of developing and/or sharing business management extension programming materials.

The Southern network is directed by Dr. Dennis U. Fisher, extension economist in business development for Texas A & M University. Network members include Dr. James R. Nelson, Oklahoma State University; Dr. Charles Tillman, Alcorn State University; and Mr. Randy Williams, University of Georgia.

Several activities have been pursued since the network was established. First, the network identified who would serve as contacts for collection and dissemination of extension business management programming materials in each of the 13 Southern states. This list was completed in September but will be expanded to include an even larger listing of university contacts providing business management training. In several states, engineering extension services or extension services associated with the business schools are providing business training for nonmetropolitan businesses. An expanded list of contacts will identify these programs and the materials available and will insure circulation of that material to the appropriate professionals..

Second, the USDA approved a proposal submitted by the network for the development of a video tape designed to accomplish the following objectives: (1) define more clearly the role of extension small business management education programs, (2) stimulate interest among extension specialists, agents, leaders, and administrators in responding to the needs of the small business clientele, (3) identify the steps involved in establishing a small business management education program within an extension programming unit (i.e., county, area, state), (4) illustrate successful small business management education programs that emphasize the need, importance, methodologies and possible results in this area of work.

Third, the network developed a proposal for a special needs project and submitted it to the USDA. The project is designed to develop computerized management or planning aids to assist small businesses. Specifically, microcomputer software will be designed to (1) develop a business operating plan for whole firms and for individual enterprises within firms, (2) evaluate the feasibility of new firms or new enterprises within an existing firm, and (3) predict financial needs and develop financing plans and proposals. This computer software would be designed for use in small business management extension education programs.

Fourth, Dr. Fisher and Dr. Nelson participated in two meetings of the North Central Business Management Interest Network assisting in identifying educational materials needs, selecting topics for materials development and assisting network members with writing that material. Information on the membership and activities of the North Central Business Management Information Network was circulated to business management contacts in the 13 Southern states.

LOCAL GOVERNMENT DECISION-MAKING (GROWTH IMPACT) NETWORK

A national population shift to the Sunbelt has resulted in rapid (and often unplanned) economic growth in many parts of the South. Many growth areas within the region have encountered enormous strains on their capacity to serve enlarging communities. Inadequate water supplies, sewer lines and schools become common occurrences in these communities, and local officials struggle to meet the demand for housing, police and fire protection, transportation facilities and solid waste disposal.

One method of assessing the benefits and burdens of community growth is a growth impact analysis. This is a computerized tool for local planners and decision-makers to determine beforehand the impact of various patterns of growth. Several models have been developed for projecting the economic, demographic, public service and fiscal impacts of policy decisions contemplated by community decision-makers. The Texas Assessment Modelling System (TAMS) and the South Carolina Impact Model (SCIM) are only two examples of these models.

The Southern Center established this network to identify state extension services successfully using a computer impact analysis and then to determine a method for transferring these computer models to other Southern states. Nine representatives from seven Southern states met in Atlanta September 30 through October 2 to assess programs now in use and plan for a regional "hands-on" training session for effective transfer of the computer models to all Southern states. Those attending the meeding included Dr. Brady Deaton and Mr. Kevin McNamara, both of Virginia Polytechnic Institute and State University; Dr. David L. Debertin, University of Kentucky; Dr. John Gordon, University of Florida; Dr. Lonnie Jones, Texas A & M University; Dr. Joe Molnar, Auburn University; Dr. Mike Wise, Clemson University; Dr. Joe Lanham, USDA; and Dr. William W. Linder, Southern Rural Development Center.

The workshop participants planned a regional training session using the computer facilities of the University of Kentucky during the spring of 1982.

SOUTHERN RURAL AND AGRICULTURAL CRIME EDUCATION NETWORK

In the past, crime has been thought of as a "city problem," but in the last decade the percentage increase in the total crime index for rural areas has

exceeded that for urban areas by 43 percent. The extension services in many Southern states have already begun to respond to this increasing concern about rural crime. As the states develop educational programs in the area of rural and agricultural crime, the need to share experiences and learning materials becomes even more important.

The Southern Center named Dr. J. Douglas McAlister of Virginia Polytechnic Institute and State University as a center associate to direct the efforts of the Rural and Agricultural Crime Education Network. Other network members will be selected from throughout the region to work with Dr. McAlister, Dr. O.W. Cundiff of VPI and Mr. Harold Wright, policy systems specialist with the Virginia Division of Justice and Crime Prevention.

The network objectives include (1) inventorying existing educational programs in rural and agricultural crime (including learning materials and resource persons) and distributing this information to the 13 Southern states, (2) describing and sharing experiences and learning materials which were results of the formation of the Virginia Crime Prevention Coalition, (3) developing and testing prototype seminars in the areas of vandalism and personal protection, and (4) surveying each Southern state CRD leader and chief law enforcement officer to determine needs and interest in rural and agricultural crime education programs.

By sharing information regarding the role of the extension service in forming the Virginia Crime Prevention Coalition, the network hopes to highlight a successful approach to crime prevention education that can be implemented by any state. In addition, the network has planned the first in a series of two workshops which also will serve as prototypes for other states seeking an educational approach to the problems of vandalism and personal protection in the rural areas. The workshop is scheduled for March 16-18, 1982, at Virginia Beach and is targeted to reach nearly 100 key leaders in the area of extension CRD, government crime prevention offices, law enforcement agencies, industrial security divisions, military security, and agency heads (e.g., Association of Retired Persons, state teachers organization). A proceedings of these conferences will make the program and a listing of resource materials available to each of the 13 Southern states.

COMMUNITY TECHNOLOGY INITIATIVES PROGRAM (CIRCUIT RIDER)

The SRDC continued to underwrite about 50 percent of the expenses of a circuit-rider for the Community Technology Initiatives Program (CTIP) to test one of the models being developed. The SRDC portion of the funding is derived from both extension and research funds. This project is designed to demonstrate the "linking" capacity of the USDA--Extension/Research network with Public Technology, Inc. (PTI) involving Federal laboratories and the National Science Foundation. PTI provides program management for CTIP, which has seven circuit-riders. Gary Holland, who fills the circuit rider position partially funded by the SRDC, is located in Stillwater, Oklahoma, but serves in addition to Stillwater the cities of Bryan, Texas; Clayton, Missouri; and Ottawa, Kansas.

SRDC PROJECTS - RESEARCH

Before educational programs can be developed to meet the critical needs of the rural areas, research is often necessary to determine such questions as the effectiveness of a particular approach, the extent of need in a problem area, and the alternatives available in a programming effort. Rural development research undertaken by the Southern Center has tended to be more applied than basic and is often the foundation for development of training programs within the states. In the eight-year history of the Southern Center, one of the basic purposes has always been to provide the best possible information and assistance to research staffs of land-grant universities concerned with the problems of our rural and agricultural areas. Research projects funded by the Southern Center during 1981 included the following:

USE/VALUE ASSESSMENT OF AGRICULTURAL LANDS IN THE SOUTH: POLICIES AND PROBLEMS

State legislatures throughout the South are reviewing taxing policies related to agricultural property as a means of halting the rapid decline of agricultural land. Legislators and other public policy decision-makers want information on use/value approaches to the appraisal of agricultural lands for consideration of optimum taxation strategies.

Pamela H. Rodgers, a research associate with the Southern Center, is directing the SRDC project to identify policies within the 13 Southern states in relation to property tax and agricultural land. In addition, this research project will seek to determine the impact of these taxing policies on slowing the conversion of agricultural land to urban usage in the Southern states.

Additional funding was obtained from the Southern Economic Development Internship Program for two part-time student researchers to assist in data collection and report writing. As a result, the project has completed a study of North Carolina, Virginia and Florida. A review of the remaining 10 Southern states and collection of updated materials reflecting legislative changes enacted during the fall of 1981 is expected to be completed by June 30, 1982, and made available to legislators and public policy decision-makers.

RURAL CRIME IN FLORIDA: A VICTIMIZATION STUDY OF THE RURAL NONFARM POPULATION

The rural crime problem has a major impact upon all sectors of our rural communities including agriculture, education, housing, business, industry, and parks and recreation. The purpose of this victimization study is to develop systematic information on the extent and pattern of rural crime. The research study will comprehensively examine the extent and pattern of criminal victimization occurring in rural Florida and use this analysis in developing rural crime prevention programs. The specific objectives of the project are the following:

Objective 1: To conduct a crime victimization survey of the rural nonfarm population.

Objective 2: To examine trends in rural crime rates and the relationship between these trends and the geographic and socioeconomic characteristics of counties.

Objective 3: To develop situational analyses of rural crime utilizing the data collected in objective 1 and focusing upon situational variables such as the socioeconomic characteristics of victims and nonvictims, behavioral patterns of residents regarding crime prevention, ecological patterns of rural criminal victimization, and the social and economic impacts of criminal victimization on the rural population.

Objective 4: To develop rural crime prevention models based upon the situational analysis and trends.

Objective 5: To initiate a rural crime research interest network among Southern land-grant universities and to consult with and disseminate findings to this network.

Dr. Keith A. Carter of the University of Florida directs the rural crime project. Dr. Carter has developed a Rural Crime Research Interest Network of 12 researchers from 7 Southern states. In addition, he has identified four persons with interests in extension/rural crime

prevention rather than research. Researchers serving on the Research Interest Network include Dr. Lionel J. Beaulieu, University of Florida; Joseph F. Donnermeyer, National Rural Crime Prevention Center; Dr. Joseph Havlicek, Virginia Tech; Dr. Mathew Zingraff, North Carolina State University; Dr. Elizabeth Suval, North Carolina State University; Dr. John Dunkelberger, Auburn University; Dr. Donald E. Voth, University of Arkansas; Dr. David McGranahan, EDD-ERS-USDA; Dr. Charles R. Swanson Jr., University of Georgia; Dr. Quentin Jenkins, Louisiana State University; and Dr. Bill Barkston, Louisiana State University. Extension liaisons include Dr. Douglas McAlister, Virginia Tech; Dr. Robert J. Soileau, Louisiana State University; Dr. John L. Leinhardt, University of Arkansas; and Dr. Fred Cross, Texas A & M University.

The progress of the research project includes completion of a draft questionnaire which will be pretested prior to data collection. In preparing the sampling frame, the researchers concluded that the survey sample should be selected from residents of 33 rural counties. A county, for the purpose of this study, could be defined as rural if (1) it did not have an incorporated community over 50,000 in population, and (2) its population density was below the median population density for the state.

The size of the sample from each county will be proportioned to that county's proportion of the total population of the 33 counties. The researchers examined alternative sampling frames common to all 33 counties and decided that the list of licensed drivers for each county was most appropriate. This sampling frame allows the selection of a stratified random sample with strata based on the variables of age, sex and race. To accomplish this task, the research group collected data on the age, sex and racial structure of the 33 counties. The sample will be selected to reflect these demographic structures.

In addition to work on the questionnaire and sampling frame, Dr. Carter initiated an analysis of crime rate trends in rural Florida. The final analysis will be prepared in the form of a paper for presentation at the 1982 meeting of the Rural Sociology Section of the Southern Association of Agricultural Scientists. As a result of the formation of the Rural Crime Research Interest Network, Dr. Carter was able to organize a rural crime session to be conducted at the 1982 SAAS meeting. Possibilities for a Southern Regional Research Project will be discussed at that time.

Dr. Carter attended the Annual "Help Stop Crime!" Conference Oct. 12-14 in Tampa. Sponsored by the governor's "Help Stop Crime!" committee, the conference featured topics directly related to the research being developed by Dr. Carter at that time.

IMPACT OF DEREGULATION ON RURAL BANKING AND CREDIT

As deregulation takes place in the banking industry, small rural banks may experience a significant impact on their sources and uses of funds. Such an occurrence would greatly affect the availability of financial resources to rural farm and non-farm businesses, local governments and rural consumers. To determine whether or not rural banks and rural communities would be adversely affected by deregulation, the Southern Center initiated a research project under the direction of Dr. J.C.O. Nyankori of Clemson University. The objectives of the project include the following:

Objective 1: Elicit lender's expectations to changes in the elements of the financial market structure provided for the Depository Institution and Monetary Deregulation Act of 1980.

Objective 2: Identify and characterize sources and terms of credit for rural borrowers.

Objective 3: Evaluate the magnitude and direction of rural deposits and debt capital flow in the retail and wholesale financial markets. Specific emphasis will be on the following:

A. Extra and alternative commercial sources of credit for rural borrowers.
B. The mix of credit terms to rural borrowers.
C. The relative cost of obtaining loans.

Dr. Nyankori began the project by acquiring and computerizing income and condition data supplied by the FDIC for all South Carolina banks. He developed a mail questionnaire as a survey instrument to elicit bankers' responses to the deregulation, and then conducted the mail survey. From the collected data, Dr. Nyankori prepared a statistical summary. The work of the project will continue in 1982 as Dr. Nyankori focuses on the modeling and parameterization of the expectation profile suggested by the survey data. The results will be placed into a comprehensive mathematical model designed to characterize and stimulate the impact of deregulation on rural banking and credit.

DEVELOPMENT AND TESTING OF A WORKING MODEL FOR TRANSFER OF COMPUTER TECHNOLOGY TO COUNTY OFFICIALS

Since more local government officials are turning to computers as a means of providing efficient and expedient services to area residents, this project has combined personnel from three land-grant universities in a cooperative effort to develop and test a working model for transfer of computer technology to county officials. Directed by Dr. Gerald Doeksen of Oklahoma State University, the project team consists of Dr. Charlie A. Burns, Oklahoma State University; Mr. John Scoggins, University of Georgia; Barbara Broeckelman, Oklahoma State University; and Mary C. Ball, Mississippi State University.

The project team selected Woodward and Washington Counties in Oklahoma and Yazoo County in Mississippi as pilot counties for testing of the model. They began by evaluating the computer needs of each county and assisted county officials in preparing a request for proposals from computer vendors. Once the proposals were submitted by vendors the project team assisted in evaluation of the proposals and helped county officials write the contracts between the county and the computer vendors. The team then monitored implementation of the county computer program.

With completion of the project in January 1982, Dr. Doeksen will submit (1) an annotated bibliography and synthesis of computer studies related to county and community governments and (2) a guidebook illustrating how computer technology can be transferred to other county officials through the use of the model developed and tested in the pilot counties.

UNIVERSITY KNOWLEDGE/TECHNOLOGY TRANSFER AND PUBLIC DECISION-MAKING

The Southern Center recognizes that decision-makers face an array of alternatives as they plan and implement programs which affect the quality of life in rural communities. Land-grant universities are uniquely qualified to contribute to this decision-making process and yet some critics would question the appropriateness of university involvement in public sector activities. Regardless of such criticism, a trend appears to be developing toward greater university participation in public service areas. A strong interest seems to exist in the application of scientific knowledge to various types of community problems, yet there does not appear to be a well developed

and successful pattern of university research utilization by community leaders.

The Southern Center initiated a project in 1978 to develop and test an innovative model for providing operational research to community decision-makers and other users. Directed by Dr. Carlton R. Sollie of Mississippi State University, the project produced an annotated bibliography in 1980 pertaining to operations research and knowledge transfer. Additional publications were submitted to the Southern Center during the 1981 fiscal year but were not printed and distributed until the 1981-82 fiscal year. These included a synthesis and state-of-the-art report overviewing issues and problems associated with university involvement in public sector activities and knowledge transfer and two case histories of university-client system interaction. The client system in the first case was a state agency; in the second case, a small city. Both illustrated the ability of a university to respond to different kinds of client system needs.

As a final activity of the project, Dr. Sollie completed preparations for a formal panel discussion of this topic at the 1982 meeting of the Rural Sociology Section of the Southern Association of Agricultural Scientists.

ESTIMATING THE EFFECTS OF COMMUNITY RESOURCE DEVELOPMENT UPON COUNTY QUALITY OF LIFE

Evaluation becomes particularly important in an environment of austerity and accountability when public investments of any kind must be justified. This is especially true when the potential returns to such investments are complex and difficult to qualify, particularly if these returns are almost completely unkown. As a result, a variety of "soft" investments such as community resource development in the extension service or capacity building efforts aimed at rural communities and rural leaders become especially hard to justify even though their returns may be substantial.

The objectives of this project are aimed toward helping provide more quantifiable and/or more comparative data on which rural development programs can be evaluated and supported. Specific objectives are as follows:

Objective 1: Develop measures of county quality of life which are susceptible to change by CRD efforts.

Objective 2: Develop measures of CRD imputs on a county-by-county basis.

Objective 3: Estimate the efforts that CRD inputs have had upon county quality of life over time.

This project is under the direction of Dr. Donald E. Voth of the University of Arkansas. Although data collection is limited to CRD programs in Arkansas, Dr. Voth hopes to extend parts of the statistical analysis nationwide.

THE EFFECTS OF TAXATION AND FINANCIAL MANAGEMENT POLICIES ON THE DELIVERY OF COMMUNITY SERVICES IN RURAL AREAS OF THE STATE

Taxing and financial management has become a critical issue for rural governments faced with high interest rates, inflation and an increased demand for delivery of community services in rural areas. Local officials from every corner of the South are seeking technical assistance in the area of financial management. In 1980 the Southern Center established a financial management project designed to study the effect of taxation and financial management policies on the delivery of community services in rural areas. Directed by SRDC Research Associate Pamela H. Rodgers, the project mailed 1,500 questionnaires to a sample of city and county officials taken at random from throughout the Southern states. The questionnaire focused on the many areas of financial management from cash management, debt management and records management to program budgeting, insurance pooling and grants administration. An analysis of this data will highlight the needs of Southern communities for financial management assistance and indicate the approaches communities are now using in financial management. In addition to the questionnaire survey of city and county officials, Ms. Rodgers completed a study of the financial condition and tax revenue sources of the Southern states in 1980-81.

The results of this study were included in a paper entitled "The Southern States' Tax Policies: The Current Position of Southern State Governments Awaiting the Impact of the Reagan Budget Cuts." Ms. Rodgers presented these research findings at the American Society of Public Administration Southeast Regional Conference in Jackson, Mississippi, October 4, 1981. She prepared an additional paper (at the request of the Mississippi Cooperative Extension Service CRD Program) entitled "State and Local Governments in Fiscal Crisis: A Comparison of Mississippi and the Southern States." This paper was later published by the Mississippi Association of Supervisors monthly magazine.

Using data collected from the mail questionnaire and from the study of the financial condition and tax revenue sources of the Southern states, Ms. Rodgers is preparing a publication summarizing the state of Southern financial management in 1980-81 and providing recommendations for extension programs to assist local governments in financial management.

During 1981, Ms. Rodgers reviewed more than 500 financial management publications and training materials and prepared annotations for inclusion in a financial management bibliography to be printed and distributed throughout the South in 1982.

THE DEVELOPMENT OF A SOUTHERN REGIONAL RESEARCH DATA BASE: MODEL FOR ACTION

This age of improved mass communication offers the opportunity for shared research projects and findings which are transferrable to communities across the country. At the same time, difficulties arise for individual researchers when they confront their need to categorize and follow the research and findings of their colleagues. The need for a mechanism of research information exchange has become increasingly important and models for the development of such a data base must be developed.

Research providing information on these issues will assist decision-makers in rural areas grapling with the complex problems of the day. The stress on interactions between interdisciplinary researchers from throughout the South and the communication of their findings will continue to be an emphasis of the Southern Center. The objectives of this project are as follows:

Objective 1: Catalog available research data throughout the Southern region.

Objective 2: Design a model for establishing a central regional data base.

In implementing this project it became necessary to reduce the project from a general nature to a more specific nature. Therefore, a conference is being proposed to examine the public use sample of the census bureau as a model for action in the development of one regional research data base. This conference is designed to enhance the knowledge, understanding, and use of the public use sample for rural development research.

RESEARCH NEEDS AND SYNTHESIS IN RURAL DEVELOPMENT

The Southern Center has continued to interact with other rural development researchers throughout the South to initiate, develop and update a research needs inventory on rural development and to provide bibliographic and synthesis information on community services and facilities research. Eighteen researchers from 14 Southern land-grant institutions attended a conference February 4-5 in Atlanta to discuss a rural development research agenda for the 1980's. The purpose of the "Research Needs in Rural Development and Community Services and Facilities Conference" was to identify and rank in importance the research areas to be emphasized during this decade.

The findings of the Atlanta conference were used as a basis for designing and initiating a regionwide survey on perceptions of research needs in rural development. The survey was conducted in two stages. Survey I emphasized the determination of relevant areas while Survey II stressed the prioritization of the high-priority research areas identified in Survey I.

Five hundred and seventy-nine questionnaires were sent to researchers, extension workers and others involved in rural development efforts in the Southern states. One hundred and eighty-four persons responded to the first questionnaire. The survey asked respondents to list five to ten items they considered to be high-priority research needs in rural development for the 1980's. These responses were evaluated and classified into 135 categories. Community facilities, services and institutions; health; community decision-making; land use and zoning; and evaluation and training were the top five sub-categories.

Based on the responses to Survey I, the Southern Center staff developed Survey II stressing the prioritization of the individual items in the rural development research needs sub-categories. All items with 15 or more mentions in Survey I were listed and a network of 20 researchers pretested Survey II by reviewing the 18 sub-categories and considering their clarity and completeness. Survey II was revised according to their recommendations and mailed to 639 persons working in rural development research and extension in the South. Of the 639, 346 were returned for a response rate of 54 percent.

The results from Survey II were evaluated and the findings presented in "The Ecstasy and the Agony of Rural Development: Implications for Research" by William W. Linder at the Rural Sociological Society meeting in Guelph, Canada, on August 22, 1981. The top five categories for research were as follows: impact of growth and development on the demand for and costs of services, water resources, impact of energy shortages and inflation, health care, and preservation of farmland.

In addition to conducting the regional survey, the SRDC reviewed and catalogued more than 200 publications in the community services and facilities research area. Brief descriptions of each publication have been prepared for inclusion in an annotated bibliography.

In view of increasing travel costs and budget constraints including the possibility of no additional funding for the regional rural development centers, the meeting of the community services and facilities network and advisory network was changed to contacts through mail, telephone and individual conferences with members at other meetings and conferences. Plans were formulated for the project to be done in-house with the center director and research associate to conduct the primary work.

The Southern Center conducted a solicitation of proposals from rural development research personnel in the South in order to fund development of a bibliography and synthesis of research findings in two specific areas of community services and facilities. The two areas chosen were water policy and public education. In addition, the Southern Center began preparation of a selected bibliography and synthesis statement in the areas of municipal bonds and rural roads and bridges, both of which are sub-topics of community services and facilities. A more thorough discussion of each of these four community services and facilities projects appears below.

1. Dimensions of Regional Community Water Policy--Drought conditions, increases in a demand for water and predictions of a water shortage are only a few reasons why community leaders and other citizens are beginning to experience a new awareness of water management and its critical effect on high living standards. This new awareness of water policy issues creates new information needs. Dimensions of regional water issues draw upon hydrology, meterology,

climatology, ecology, engineering, biology, economics, law and other subjects. Groups and individuals interested in modifying or implementing state or regional water policies must understand and assimilate terminology, concepts and factual material from this variety of sources and disciplines.

Dr. Roy Carriker of the University of Florida is directing the SRDC effort to develop an annotated bibliography of selected literature on dimensions of regional and community water policy issues in the Southern region. This project will provide a systematic search of the literature published in the past five years in four general subtopical areas and then develop a list of titles within each area. No more than 50 titles will be selected from within each subtopical area and then a one-paragraph abstract will be prepared for inclusion in the bibliography. A synthesis will be prepared to summarize the essence of each subtopical area and its relevance for regional water policy.

2. Impact of Population and Economic Growth on the Demand for and Costs of Public Education in Rural America -- The South has been a major recipient of people and employment growth brought about by the population turnaround of the past decade. This growth has occurred principally in the small towns and rural communities of the South and has necessitated major adjustments in public service provision. Community economic impact analyses conducted in several Southern states have indicated that publically provided primary and secondary educational services are severely affected by changing population growth due to immigration and reductions in historical patterns of outmigration. Educational services represent the major expenditure item in local government budgets. Failure to anticipate growth and decline of demand for educational services can result in unnecessary expenses in local school systems.

A corollary issue relates to the high income elasticity of demand for quality education at the primary and secondary level. Newcomers to rural areas often have higher per capita incomes than native residents and demand a higher quality educational program. The fiscal response of local governments is constrained by rigidities of local cultures and local tax structures.

Research on these issues is scattered among diverse disciplines and is fragmented in scope and depth. A synthesis of the research in this area should be helpful to researchers and extension workers concerned with the impacts of community growth on public services.

Dr. Brady J. Deaton of Virginia Polytechnic Institute and State University is directing this SRDC project to provide an annotated bibliography and synthesis regarding the determinants of and attempts to model the supply and demand of primary and secondary public education in rural areas of the U.S.

Dr. Deaton and his research team have completed a preliminary review of articles in agricultural economics publications relating to rural secondary and primary education. Based on this literature, the researchers developed an outline for the synthesis highlighting three major issue areas: community demand, education supply, and alternative financing and its affect on local supply and demand. They have initiated a review of political science and economic journals in order to identify further themes and related literature.

Since econometric attempts to model the supply and demand for primary and secondary educational services have been rudimentary, a synthesis in this area might be useful in assessing econometric methods and techniques used in estimating the supply and demand of public education. The results should be directly useful for upgrading the quality of techniques used in various community economic impact models as well as providing direction for future research in this area.

3. The Impact of Conditions in the Municipal Bond Market on Community Services and Facilities--Federal budget cuts and an unstable municipal bond market threaten to cut off two of the most important sources of funding used by local governments for development of essential community services and facilities. A bibliography and synthesis of the collected data regarding unstable conditions in the municipal bond market and the subsequent impact on community services and facilities will provide a valuable insight for local decision-makers in their efforts to allocate the resources that are available.

Gerry Williams, research analyst at the Southern Center, directs this project. Ms. Williams is completing her review of publications for the bibliography with emphasis in the following areas: (1) function of the Municipal Securities Market in relation to state and local governments, (2) trends in the market from 1976 through the present, and (3) measures designed to improve bond market access for local governments. This research project will seek to identify possible solutions for community leaders faced with increased demands for community services and shrinking resources with which to provide these services.

As a result of her research in this area, Ms. Williams prepared and delivered a discussion entitled "Bond Market Access" to a pre-conference workshop held prior to the American Society of Public Administration Southeast Regional Conference in Jackson, Mississippi, October 3, 1981.

4. Rural Transportation: Roads and Bridges -- An adequate transportation system is one of the community services which is essential for the economic and social well being of the rural population. Rural roads and bridges are a vital part of that system. The typical rural family relies on the road system for essential communication between town and city service centers. Children are bused to school. Farm produce is shipped to the market, and the farm family must travel these roads to buy farm supplies and household goods. In addition, many rural families have one or more members who commute to factory or service jobs just as regularly as families who live in the cities.

Many of the rural roads in existence today were built in the early 1900's and about 70 percent of today's rural bridges are estimated to have been built before 1935. Many of these roads and bridges do not meet reasonable standards for use today. Other roads that are adequate now will deteriorate if funds are not available for required maintenance.

Legislators and local officials are asking for information and decision-making tools to help determine priorities for replacement, repair or abandonment of roads and bridges. In order to bring about a greater transfer of knowledge in this area, the Southern Center initiated a rural roads and bridges research project to provide a synthesis of information now available and to publish an annotated bibliography of publications useful to research, extension and the user community.

The Southern Center planned and prepared the program for a Research Seminar on Rural Roads and Bridges to be held in Nashville on November 19-20, 1981. The seminar was designed to exchange information on research findings pertaining to rural roads and bridges. In preparation for the seminar, the Southern Center prepared a preliminary bibliography to be updated at a later date and prepared a paper on financing for rural roads and bridges.

COMMUNITY TECHNOLOGY INITIATIVES PROGRAM (CIRCUIT RIDER)

This project is jointly funded by research and extension and is explained on page seven of this publication.

INFORMATION DISSEMINATION

Recording and disseminating what is taking place and what is being established in rural development throughout the region is one of the priorities of the center. One way this task is accomplished is through a constant publishing effort to provide educators and researchers with up-to-date information relevant to the problems of the rural Southerner. The Southern Center accomplishes this information dissemination through the following means:

SRDC PUBLICATION SERIES

The SRDC Publications Series contains 43 titles. Some of these publications were developed as specific responses to an immediate need while others were regular reports. Those publications prepared during 1981 include the following:

- #39 Annual Progress Report, 1980
- #40 SRDC Progress Report, 1974 - 1981
- #41 CRD Plans of Work, Southern States, 1980-81 (in progress)
- #42 Proceedings of a Workshop on Research Needs for Establishing Viable Public Policy for Soil Conservation and Land Use (in progress)
- #43 Directory of Rural Development Researchers in the South (in progress)

The CRD Plan or Work, the workshop proceedings and directory of researchers were prepared and partially printed during 1981 but will not be distributed until the next fiscal year.

BIBLIOGRAPHY AND SYNTHESIS SERIES

Publication of a bibliography and synthesis paper have been among the outcomes of most of the Southern Center's networks and research projects. These publications were designed to provide a state-of-the-art knowledge based for use by researchers and community development specialists. Only three bibliographies and syntheses were published during the 1981 fiscal year as a result of having concluded most of the SRDC networks in 1980. This fiscal year began a new series of projects which will produce publications beginning in 1982. Those publications completed during 1981 include the following:

#9 Bibliography: Land Use Issues
#11 Synthesis: University Knowledge/Technology Transfer and Public Decision-Making: Review, Synthesis and Alternative Models (in progress)

#12 Case Studies: The University as a Resource System for Public Needs: Responding to the Research Needs of Decision-Makers (in progress)

Both publications #11 and #12 were prepared and partially printed during 1981 but will not be distributed until the next fiscal year.

SRDC MAGAZINE - RURAL DEVELOPMENT RESEARCH AND EDUCATION

To aid in disseminating valuable and pertinent rural development research and programming information throughout the South, the Southern Center began publication of a quarterly magazine in 1976. The Center continued to receive requests in 1981 for past issues of the magazine, but budget constraints interrupted publication of additional issues during the early part of the year. As funding became more certain, however, preparation of the magazine resumed but again became interrupted as the SRDC editor assumed publishing responsibilities for a large project undertaken as part of the SRDC committment to the Conferences on Rural Development and the Predominately Black Institutions. Publications for this conference and other special projects of the SRDC prohibited preparation of the magazine during this fiscal year.

SRDC NEWSLETTER - CAPSULES

Since preparation of a quarterly magazine was both costly in terms of finances and time, the SRDC editor began a newsletter that could be circulated more quickly and at less cost to the Center. While the newsletter, Capsules, was never meant to replace the magazine, it became a means of disseminating information in brief form. The magazine, on the other hand, will still be used for indepth reporting of research and CRD efforts throughout the region.

Two issues of the newsletter were distributed late in the fiscal year. Each issue was sent to more than 1,800 persons involved in community development, civic improvement, recreation, planning, government, education, and a variety of organizations and agencies working in rural development.

SPECIAL PUBLICATIONS

1. Rural Development Training Packet -- The Southern Center continues to receive requests for the rural development training packet introduced in 1978. Requests have come from all parts of the United States and from such foreign countries as India, Canada and Australia.

2. Proceedings of the Conference on Rural Development and the Predominately Black Institutions-- Two proceedings were developed for this Houston conference. The SRDC transcribed, edited and published a traditional proceedings of the conference and then prepared an eight-page tabloid newspaper highlighting each of the conference presentations and the work group reports. Copies of both proceedings were distributed to conference participants and 1890 institutions by the conference planning committee, and nearly 1,000 copies of the tabloid were distributed to educators, researchers and community development professionals in the region.

SRDC LIBRARY AND MATERIALS ON LOAN --

The SRDC library contains more than 2,000 publications on all phases of rural development. Individual publications can be provided on a loan basis to professionals throughout the region or copies can be made of the literally hundreds of articles and publications submitted by extension educators, researchers, and public and private agencies involved in rural development. In addition to publications, the SRDC library contains a limited number of rural development training aids which can be loaned to professionals within the region.

WORKSHOPS AND CONFERENCES

The SRDC continually brings experts across state lines and from various disciplines to focus on problems common to the region. A listing and description of those workshops and seminars either fully or partially funded by the Southern Center includes the following:

CONFERENCE ON RESEARCH NEEDS IN RURAL DEVELOPMENT AND COMMUNITY SERVICES AND FACILITIES

Eighteen researchers from 14 Southern land-grant institutions attended this research conference February 4-5 in Atlanta to discuss a rural development agenda for the 1980's. The purpose of the conference was to identify and rank in importance the research areas to be emphasized during this decade. The findings of the conference were used as a basis for designing and initiating a regionwide survey on perceptions of research needs in rural development.

CONFERENCE ON RURAL DEVELOPMENT AND THE PREDOMINATELY BLACK INSTITUTIONS

The Southern Center provided partial funding for this unique effort to bring together community leaders and representatives of predominately black educational institutions. More than 160 participants from 16 states met in Houston February 19-21 to discuss how 1890 institutions can best provide educational assistance to improve the quality of life for rural residents throughout the South. In addition to serving as a funding agency, the Southern Center also made a significant contribution as one of the conference coordinators. The center director served as a member of the planning committee while the SRDC editor coordinated all printed materials for the conference. These materials included brochures, conference programs, reservation forms, hotel reservation forms, banquet tickets, nametags, note pads and conference folders. The SRDC also transcribed, edited and printed a conference proceedings while at the same time preparing an eight-page tabloid newspaper summarizing the three-day conference.

NATIONAL EXTENSION LOCAL GOVERNMENT WORKSHOP

The Southern Center cooperated with other organizations in providing financial assistance for this national workshop. About 90 persons from throughout the nation met May 26-27 in Kansas City, Missouri, for the workshop.

LOCAL GOVERNMENT DECISION-MAKING (IMPACT ANALYSIS) WORKSHOP

Nine representatives from seven Southern states met September 30 through October 2 in Atlanta to assess growth impact analysis programs now in use and to plan for a regional "hands-on" training session for effective transfer of these programs to other Southern states. The workshop participants planned a regional training session using the computer facilities of the University of Kentucky during the spring of 1982.

STATE CONFERENCE ON LOCAL FINANCIAL MANAGEMENT FOR COUNTY AND MUNICIPAL OFFICIALS

The Southern Center provided staff assistance for this statewide Mississippi conference which drew more than 300 local officials to Jackson on March 12. Research Associate Pamela H. Rodgers, center associate for the SRDC financial management network, helped plan the Jackson conference and moderated two sessions. The Southern Center also provided publication assistance.

Five follow-up conferences using the same approach and materials were held at later dates in different areas of the state.

OTHER CONFERENCE PARTICIPATION

-- The center provided travel expenses for Dr. Daniel Godfrey, administrator for extension programs at North Carolina A & T State University, and Mr. J.B. Williams, state community resource development leader in Arkansas, to serve as the Southern representative to the "CRD in the '80s" meeting in Washington, D.C.

-- Research Associate Pamela H. Rodgers served on the steering committee for regional workshops on designing educational programs for health agency boards. The workshops were funded by the Kellogg Foundation and sponsored by the Institute for Health Planning and the Pennsylvania State University Cooperative Extension Service.

-- The SRDC director responded to a request to discuss rural education needs at the "The Second Conference on the Future of Education in the Southeast." The conference was held November 8-11, 1980, in Orlando, Florida.

-- The SRDC director presented a paper entitled "The Ecstasy and the Agony of Rural Development: Implications for Research" at the Rural Sociological Society meeting August 22 in Guelph, Canada.

CONTACTS WITH REGIONAL AGENCIES AND ORGANIZATIONS

Oct. 1	Attended steering committee meeting for regional workshops on designing education programs for health agency boards, Covington, KY
Oct. 2-3	Attended Planning Committee meeting for Conference on Rural Development and the Predominately Black Institutions
Oct. 27-30	Attended CRD Southern Training Workshop, New Orleans
Nov. 7	Southern University Public Service Programs Organizations, Atlanta
Nov. 8-11	Made presentation at Second Conference on the Future of Education in the Southeast, Orlando, FL
Nov. 18	SRDC Board Meeting, Atlanta

Dec. 4-5	Attended Planning Committee meeting for Conference on Rural Development and the Predominately Black Institutions, Atlanta
Dec. 16-17	Assisted Prairie View A & M University in conference arrangements for RD conference, Houston
Feb. 2-5	Attended SAAS; research conference following SAAS
Feb. 9-12	Attended "CRD in the 80's" conference; participated with other center directors in program planning, Washington, D.C.
Feb. 18-22	Conference on Rural Development and the Predominately Black Institutions, Houston
March 12	State Conference on Local Financial Management, Jackson, MS; moderated two sesssions
April 13-15	Attended meeting of Southern Extension Directors, Charleston, SC
April 16	Met with Southern Regional Education Board and Southern Legislative Conference, Atlanta
April 28-29	CRD meeting, Atlanta
May 4-7	Attended meeting of Southern Experiment Station Directors, Oklahoma
May 8-9	Mississippi Chapter of the American Society for Public Administration, Longbeach, MS; moderator for panel on programs available for technical assistance to small cities and communities
May 13-14	Southern Natural Resource Economics Committee meeting, Fayetteville, AR
June 9-10	Post-conference committee meeting, Conference on Rural Development and the Predominately Black Institutions, Houston
June 10-11	Met with Rural and Agricultural Crime Network (Keith Carter and Lionel Beaulieu), Gainesville, FL
June 11	Southern Legislative Conference, Orlando

June 16-19	CRD meeting, Athens, GA
June 18-20	Attended meeting of Southern Extension Public Affairs Committee, Daytona Beach, FL
June 29-30	Met with VPI officials regarding Rural Agricultural Crime Education Network, Richmond, VA; visited Virginia State College, Petersburg
July 1	Attended Community Development and Leadership Conference, Alcorn State University, Lorman, MS
July 2	Attended "Budgeting Under Reappraisal Workshop," Jackson, MS
July 7	Met with J.B. Williams, University of Arkansas
July 8	Met with Jim Nelson, Jim Mosley and Gary Holland at Oklahoma State University
July 9	Presented speech at Oklahoma Tax Assessors meeting, Stillwater, OK
July 13-14	Met with Hoover Carden, Prairie View A & M
July 15-16	Met with Dr. Dan Pfannstiel and Dr. Dennis Fisher at Texas A & M University regarding small business management network
July 26-27	Attended meeting of Agricultural Economics Association, Clemson University
July 28	Met with Dr. J.C. Nyankori of Clemson regarding banking deregulation network
July 29	Met with Lonnie Jones, Mike Wise and others regarding growth impact analysis network
Aug. 18-23	Made presentation at Rural Sociological Society meeting, University of Guelph, Canada
Aug. 24	Met with Kellogg Foundation officials regarding possible funding

Aug. 26	Met with Jim Hildreth at Farm Foundation
Sept. 14-17	Attended National Public Policy Education Conference, Stone Mountain, GA

ANNUAL EVALUATION

Evaluation of the plan of work for the SRDC is a regular item on the work schedule of the staff. The Southern Center staff frequently assesses the progress of the center in meeting the goals annually approved by the Board of Directors. Accomplishments toward these goals constitute the guidelines for evaluations of work being done. The findings in this annual progress report are based upon this evaluation.

SRDC STAFF

Staff members for the regional center during 1981 include the following:

1. Dr. William W. Linder, Director
2. Dr. Jerome L. Burton, Associate Director
3. Pamela H. Rodgers, Research Associate
4. Gerry H. Williams, Research Analyst
5. Dr. Charles J.D. Tillman, Rural Development Specialist
6. Sue H. Jones, Editor
7. Bonnie Teater, Secretary
8. Sheila Buckner, Secretary
9. David Miles, Printer

The Center collaborates with many other faculty throughout the region on research and extension projects on a contributed-time basis. A close review of this report indicates the use of their expertise.

Dr. Jerome L. Burton, extension administator for Alcorn State University, was appointed in 1981 by ASU President Walter Washington to serve as the SRDC associate director. Linking the 1890 institution with Mississippi State University as co-sponsors of the regional center, the appointment filled a vacancy left by Dr. William Boykin of Alcorn State when he retired in 1980. Other staff changes included the hiring of Gerry H. Williams as a research analyst and Sheila Buckner as a secretary. Ms. Buckner replaced Mary Burkett, who resigned to continue her graduate education.

ADMINISTRATION

The center is directed by a Board of Directors which includes four extension directors, four experiment station directors and a representative from the private sector within the Southern region (elected by the board members). Each board member is appointed for a three-year term. Those comprising the Board of Directors are:

Dr. D. M. Briggs
Assistant Director
Agricultural Experiment Station
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Fayetteville, AR 27201

Mr. William H. Cranford
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Central Power and Light Company
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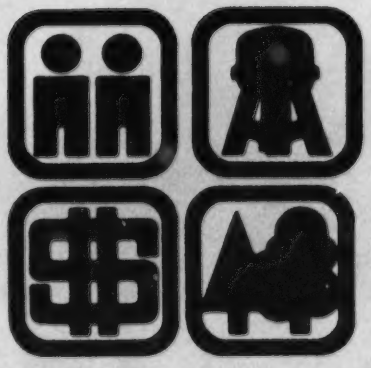
Clemson University
Clemson, SC 29631

Dr. Michael Sprott
Director
Cooperative Extension Service
Auburn University
Auburn, AL 36830

Dr. W. M. Bost, chairman of the board since the center began in 1974, retired during 1981. Dr. Michael Sprott of Auburn University replaced Dr. Bost as the ninth member of the board, but selection of a new chairman was postponed until the 1982 board meeting.

The SRDC is one of four regional rural development centers in the nation. It coordinates cooperation between the Research (Experiment Station) and Extension (Cooperative Extension Service) staffs at land-grant institutions in the South to provide technical consultation, research, training, and evaluation services for rural development. This publication is one of several published by the Center on various needs, program thrusts, and research efforts in rural development. For more information about SRDC activities and publications, write to the Director.



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SRDC Series Publication No. 44

February 1982